

The Trade Fair Industry in Asia
An UFI Report researched and compiled by Business Strategies Group
6th edition, 2010

Contents

INTRODUCTION	5
SCOPE	5
METHODOLOGY	7
<i>Data sources</i>	7
<i>Research approach</i>	8
<i>Currency</i>	8
<i>Hong Kong, Macau and Taiwan</i>	8
<i>Data integrity</i>	9
<i>Confidentiality</i>	9
<i>Amendments / omissions</i>	9
<i>Abbreviations used in this report</i>	10
THE GROWTH OF EXHIBITIONS	11
BY REGION	11
BY INDUSTRY	13
COMPARISONS BETWEEN 2008 AND 2009	15
FORECAST FOR 2010	18
EXHIBITION CENTRES.....	20
EXHIBITION CENTRES IN AUSTRALIA	21
EXHIBITION CENTRES IN CHINA	22
EXHIBITION CENTRES IN HONG KONG	27
EXHIBITION CENTRES IN INDIA	27
EXHIBITION CENTRES IN INDONESIA	28
EXHIBITION CENTRES IN JAPAN	28
EXHIBITION CENTRES IN KOREA	29
EXHIBITION CENTRES IN MACAU	30
EXHIBITION CENTRES IN MALAYSIA	31
EXHIBITION CENTRES IN PAKISTAN	31
EXHIBITION CENTRES IN THE PHILIPPINES	31
EXHIBITION CENTRES IN SINGAPORE	32
EXHIBITION CENTRES IN TAIWAN	32
EXHIBITION CENTRES IN THAILAND	33
EXHIBITION CENTRES IN VIETNAM	34
KEY PLAYERS.....	38
TOP EXHIBITION ORGANISERS	38
<i>Mergers and acquisitions activity</i>	39
TOP FAIRS	42
KEY TRENDS	45

© Business Strategies Group Ltd. 2010

This document and the information it contains may not be copied, reproduced or redistributed in full or in part by any organisation without the express written permission of Business Strategies Group Ltd.

VENUES.....	45
COMPETITIVE LANDSCAPE.....	46
EVENTS	47
GEOGRAPHY.....	48
MARKET PROFILES	50
ASIA IN 2009.....	50
AUSTRALIA	52
<i>Brief economic overview</i>	52
<i>Trade fair industry</i>	53
<i>Key contacts</i>	53
<i>UFI members</i>	54
<i>UFI approved events</i>	54
CHINA	55
<i>Brief economic overview</i>	55
<i>Trade fair industry</i>	55
<i>Key contacts</i>	57
<i>UFI members</i>	57
<i>UFI approved events</i>	58
HONG KONG.....	62
<i>Brief economic overview</i>	62
<i>Trade fair industry</i>	62
<i>Key contacts</i>	63
<i>UFI members</i>	63
<i>UFI approved events</i>	64
INDIA.....	66
<i>Brief economic overview</i>	66
<i>Trade fair industry</i>	67
<i>Key contacts</i>	67
<i>UFI members</i>	67
<i>UFI approved events</i>	68
INDONESIA	69
<i>Brief economic overview</i>	69
<i>Trade fair industry</i>	70
<i>UFI members</i>	70
<i>UFI approved events</i>	71
JAPAN.....	72
<i>Brief economic overview</i>	72
<i>Trade fair industry</i>	73
<i>UFI members</i>	73
<i>UFI approved events</i>	74
KOREA	75
<i>Brief economic overview</i>	75
<i>Trade fair industry</i>	76
<i>Key contacts</i>	76
<i>UFI members</i>	76
<i>UFI approved events</i>	77
MACAU	79
<i>Brief economic overview</i>	79
<i>Trade fair industry</i>	79
<i>UFI members</i>	80
<i>UFI approved events</i>	80
MALAYSIA	81

<i>Brief economic overview</i>	81
<i>Trade fair industry</i>	82
<i>Key contacts</i>	82
<i>UFI members</i>	82
<i>UFI approved events</i>	83
PAKISTAN.....	84
<i>Brief economic overview</i>	84
<i>Trade fair industry</i>	85
<i>UFI members</i>	85
<i>UFI approved events</i>	85
THE PHILIPPINES.....	86
<i>Brief economic overview</i>	86
<i>Trade fair industry</i>	87
<i>UFI members</i>	87
<i>UFI approved events</i>	88
SINGAPORE.....	89
<i>Brief economic overview</i>	89
<i>Trade fair industry</i>	90
<i>Key contacts</i>	90
<i>UFI members</i>	91
<i>UFI approved events</i>	91
TAIWAN.....	93
<i>Brief economic overview</i>	93
<i>Trade fair industry</i>	93
<i>Key contacts</i>	94
<i>UFI members</i>	94
<i>UFI approved events</i>	95
THAILAND.....	96
<i>Brief economic overview</i>	96
<i>Trade fair industry</i>	97
<i>Key contacts</i>	98
<i>UFI members</i>	98
<i>UFI approved events</i>	98
VIETNAM.....	99
<i>Brief economic overview</i>	99
<i>Trade fair industry</i>	100
<i>UFI members</i>	100
DATA SOURCES.....	101
CONCLUSIONS 2009.....	102

Tables & Figures

TABLE 1: TRADE FAIR MARKETS BY ESTIMATED NET SQUARE METRES SOLD, 2009.....	11
TABLE 2: TRADE FAIR MARKETS BY ESTIMATED REVENUES, 2009.....	12
TABLE 3: TOP 20 INDUSTRIES IN EVENTS, 2009 SPACE SALES.....	13
TABLE 4: TOP 20 INDUSTRIES IN EVENTS, 2009, ESTIMATED REVENUES.....	15
TABLE 5: EXHIBITION SPACE SOLD (NET SQUARE METRES), 2008 vs. 2009.....	16
TABLE 6: EXHIBITION SPACE SOLD (NET SQUARE METRES), 2005-2009.....	17
TABLE 7: NUMBER AND SIZE OF INTERNATIONAL EXHIBITION CENTRES IN ASIA, END 2010.....	20
TABLE 8: GROWTH IN EXHIBITION CENTRE SPACE IN ASIA, 2009-2011.....	35
TABLE 9: TOP 10 EXHIBITION CENTRES IN ASIA, 2010.....	37

© Business Strategies Group Ltd. 2010

This document and the information it contains may not be copied, reproduced or redistributed in full or in part by any organisation without the express written permission of Business Strategies Group Ltd.

TABLE 10: TOP 10 ORGANISERS RANKED BY NET AREA SOLD, 2009	38
TABLE 11: TOP 10 EVENT ORGANISERS IN THE REGION, BY 2009 ESTIMATED REVENUES	38
TABLE 12: LISTED COMPANY/PUBLICLY REPORTED REVENUES, APRIL-MARCH FINANCIAL YEAR.....	39
TABLE 13: LISTED COMPANY REVENUES, NOVEMBER-OCTOBER FINANCIAL YEAR.....	39
TABLE 14: LISTED COMPANY REVENUES, JANUARY-DECEMBER FINANCIAL YEAR.....	39
TABLE 15: TRADE FAIR INDUSTRY MERGERS AND ACQUISITIONS ACTIVITY IN ASIA, 2009.....	42
TABLE 16: TOP 10 FAIRS RANKED BY SIZE IN SQUARE METRES, 2009.....	42
FIGURE 1: SPACE SALES BY INDUSTRY, SERVED 2009.....	14
FIGURE 2: TOTAL EXHIBITION SPACE SOLD (NET SQ. METRES) IN ASIA, EXCLUDING AUSTRALIA AND MACAU.....	18
FIGURE 3: EXHIBITION SPACE GROWTH, 2001-2011	36
FIGURE 4: CHINA'S SHARE OF ASIA'S TOTAL AVAILABLE EXHIBITION SPACE.....	37
FIGURE 5: EXHIBITION INDUSTRY MERGERS AND ACQUISITIONS ACTIVITY IN ASIA, 2001-2009	40
FIGURE 6: GDP GROWTH ACROSS ASIA, 2008-2010.....	51
Report written by	Mark Cochrane
Research.....	Kerry Wong
.....	Cliff Wu
1 st edition produced	June 2005
2 nd edition produced	June 2006
3 rd edition produced	June 2007
4 th edition produced	June 2008
5 th edition produced	June 2009
6 th edition produced	June 2010

This report has been produced by Business Strategies Group Ltd. exclusively for the internal use of its clients and no part of this report may be reproduced in any form or by any means electronic or mechanical, including photocopy, recording or any other information storage without prior written permission of Business Strategies Group Ltd. Business Strategies Group Ltd. has used its best endeavours to ensure the completeness and accuracy of the data included in this report. It is provided for the users' information and should be supplemented by further due diligence before being used for transaction planning or other business activities. Business Strategies Group Ltd. cannot be held responsible for errors or any consequences arising from the use of this information.